

the scariest monster in the world is your best friend for life

Monsters and Other Childish Things

ARC3000 (hbk)
CB75408 (pbk)

Product Type	RPG Core Rulebook in hardback or paperback, plus a full line of supplements
ISBN	978-097277828-2 (hardback) 978-0-85744-009-9 (paperback)
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Product #	ARC3000/APU3000 (hardback) CB75408 (paperback)
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Ten-Second Pitch

In *Monsters and Other Childish Things*, players play ordinary kids and the huge, scary monsters who are their best friends in all the world. They get into trouble and investigate things things that are even scarier. It's like *Calvin and Hobbes* meets *Call of Cthulhu*.

Target Market

- Any gamer who laughs when you say the *Monsters* elevator pitch: **"It's like *Calvin and Hobbes* meets *Call of Cthulhu*."**
- Anyone who would like a fast-playing game that focuses on **relationships, emotional consequences, humor, and huge monsters fighting.**
- **Fans of other One Roll Engine games** like *Wild Talents*, *A Dirty World*, *Better Angels*, *Progenitor*, *The Kerberos Club*, and *Reign*.

Up-Sells and Cross-Sells

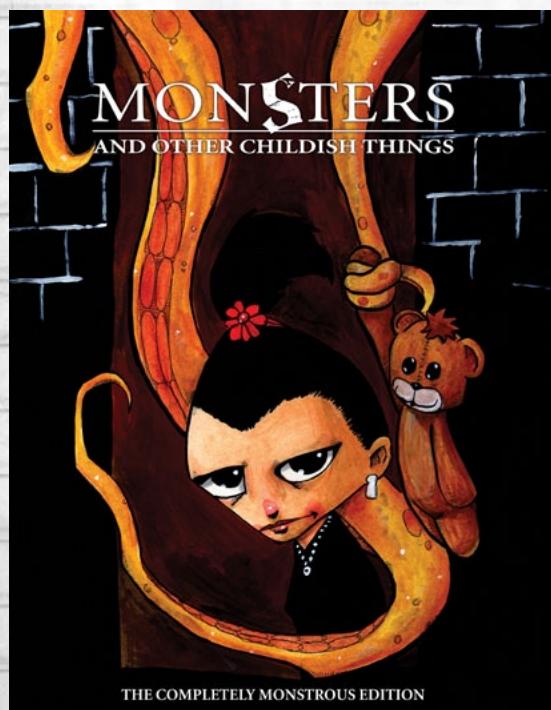
- ***The Dreadful Secrets of Candlewick Manor*** (ARC3001/APU3001)
- ***Curriculum of Conspiracy*** (ARC3002/APU3002)
- ***Road Trip*** (ARC3004/APU3004)
- ***Bigger Bads*** (CB75409)

Selling Points for Players

- **Fast-playing action** where emotional risk is just as dangerous as and physical threats.
- **Plays great with kids and adults.**
- **Loads of adventure ideas** and antagonists.
- **Encourages long-term play** with growth of both kids and monsters.

Selling Points for Retailers

- Tons of **glowing reviews** and award nominations.
- Great for **in-store game demos.**
- Strong **online support**—scenarios, monsters, variants, and active gamer base on Arc Dream Publishing's website and social media (www.arcdream.com).
- **Sourcebooks and supplements.**
- Provide your customer a **PDF copy FREE** via Bits and Mortar (www.bitsandmortar.com).



Monsters are real. You know because you have one. He's more fun and way tougher than all the other kids' monsters. Try not to let him eat your friends.

Monsters and Other Childish Things is perfect for new gamers young and old, and for all gamers who like a little humor with their horror and a few scares with their laughs.

Players take the roles of ordinary kids whose best friends are slaving monstrosities from beyond time and space — and that's already enough to get them in all kinds of trouble with parents, school principals, friends, the Monster Investigation Bureau, mad science teachers, wannabe wizards, you name it. Can you make it through a school day without having to explain why your monster ate the substitute teacher? We'll soon find out.

Ennie Award nominee for Best Writing, Best Game, and Product of the Year.

